

ORDER

Orders	Order / Rev:	701366				
	Alt Order #:	06246946				
	Product Desc:	SEIU				
	Estimate:	1497				
	Flight Dates:	10/09/12 - 10/15/12		Primary AE:	Joe Knauer	
	Original Date / Rev:	07/23/12 / 08/07/12		Sales Office:	T-WAS	
	Order Type:	Political		Sales Region:	NAT	
Agency	Name:	Waterfront Strategies/ POL				
	Buying Contact:				Billing Type:	Cash
	Billing Contact:				Billing Calendar:	Broadcast
		1010 Wisconsin Ave Ste 800			Billing Cycle:	EOM/EOC
		Washington, DC 20007			Agency Commission:	15%
Advertiser	Name:	SEIU				
	Demographic:	A25-54			New Business Thru:	
	Product Codes:	IS-Candidate/US Senate			Order Separation:	00:15:00
	Priority:	P-5			Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL			Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	42	\$52,300.00	\$44,455.00	October 2012	42	\$52,300.00	\$44,455.00	0.00
					Totals	42	\$52,300.00	\$44,455.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	15%	\$52,300.00
Market	100%	\$348,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	37%	\$129,006.67
WJW	20%	\$69,733.33
WOIO	26%	\$90,653.33
WUAB	2%	\$6,973.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/09/12	10/12/12	Days of Our Lives	CM	1p-2p	- TWTF -	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
DAYS OF OUR LIVES															
				Start Date	End Date	Weekdays	Spots/Week			Rate		Rating			
Week: 10/08/12 - 10/14/12															
E 2	WKYC	10/09/12	10/12/12	Tonight Show	CM	1135p-1237a	- TWTF -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TONIGHT SHOW															
				Start Date	End Date	Weekdays	Spots/Week			Rate		Rating			
Week: 10/08/12 - 10/14/12															
E 3	WKYC	10/09/12	10/12/12	M-F 2-3p	CM	2-3p	- TWTF -	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
RACHAEL RAY															



WKYC

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	10/09/12	10/12/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12															
E 4	WKYC	10/09/12	10/12/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
DOCTORS															
E 5	WKYC	10/09/12	10/12/12	Early Today Early Today	CM	4a-430a	- TWTF--	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12															
E 6	WKYC	10/09/12	10/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
ELLEN															
E 7	WKYC	10/09/12	10/15/12	M-F 430a-5a 430a News	CM	430a-5a	MTWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/09/12															
E 8	WKYC	10/09/12	10/12/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF--	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
DR. PHIL															
E 9	WKYC	10/09/12	10/12/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12															
E 10	WKYC	10/09/12	10/12/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12															
E 11	WKYC	10/09/12	10/12/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12															
E 12	WKYC	10/15/12	10/15/12	Mon Prime Other Monday Prime Other	CM	Various	M-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12															
E 13	WKYC	10/13/12	10/14/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS S/S @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12															
E 14	WKYC	10/13/12	10/13/12	Sat Prime A 8-9p (8:00 PM-9:00 PM)	CM	8-9p (8:00 PM-9:00 PM)	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
NBC DRAMA REPEAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12															
E 15	WKYC	10/13/12	10/13/12		CM	9-10p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00

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				Sat Prime B											
				Sat Prime B		(9:00 PM-10:00 PM)									
				NBC DRAMA REPEAT											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/08/12	10/14/12	-----S-		1	\$2,500.00	0.00					
E 16	WKYC	10/14/12	10/14/12	Su 12-1230p		CM	12-1230p /Su								
				Channel 3 News at Noon Su											
				CH3 NOON NEWS SUNDAY											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/08/12	10/14/12	-----S		1	\$800.00	0.00					
E 17	WKYC	10/14/12	10/14/12	Sun 9-1030a		CM	9a-1030a								
				Channel 3 News Sun 9a											
				CH3 NEWS SUN @ 9A											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/08/12	10/14/12	-----S		1	\$1,800.00	0.00					
E 18	WKYC	10/15/12	10/15/12	Early Today		CM	4a-430a								
				Early Today			(4:00 AM-4:30 AM)								
				CH3 EARLY TODAY											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/15/12	10/21/12	M-----		1	\$100.00	0.00					
E 19	WKYC	10/15/12	10/15/12	M-F 4-5p		CM	4p-5p								
				Ellen Degeneres											
				ELLEN											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/15/12	10/21/12	M-----		1	\$800.00	0.00					
E 20	WKYC	10/15/12	10/15/12	M-F 430a-5a		CM	430a-5a								
				430a News											
				CH3 4:30 AM NEWS											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/15/12	10/21/12	M-----		1	\$300.00	0.00					
E 21	WKYC	10/15/12	10/15/12	M-F 9-10a Today II		CM	9a-10a								
				Today Show II			(9:00 AM-10:00 AM)								
				TODAY SHOW II											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/15/12	10/21/12	M-----		1	\$800.00	0.00					
E 22	WKYC	10/14/12	10/14/12	Sun Prime 1st Half		CM	6:57p-9p								
				Sunday Prime 1st half			(7:00 PM-8:00 PM)								
				FOOTBALL NIGHT IN AMERICA											
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
				Week: 10/08/12	10/14/12	-----S		1	\$5,500.00	0.00					